



DISNEY'S REIMAGINED CLUB MICKEY MOUSE

Digital-first program from Oh My Disney introduces a new class of Mouseketeers and a fresh approach to programming and distribution with daily content, on Facebook and Instagram

Bahareh Ramin

Disney Digital Network launched the new “Club Mickey Mouse,” an always-on digital- and social-first variety program, and revealed the eight teens selected as the next class of Mouseketeers. Starting today, “Club Mickey Mouse” follows the journey of the new Mouseketeers as they create new music and choreography and build friendships. Developed in partnership with HP Inc., the program lives on Facebook and Instagram through Facebook Anthology. Viewers can follow the program via @Club-

“We see ‘Club Mickey Mouse’ as always-on content versus a show or series”

ANDREW SUGERMAN/EXECUTIVE VICE PRESIDENT OF PUBLISHING AND DIGITAL MEDIA AT DISNEY CONSUMER PRODUCTS AND INTERACTIVE MEDIA

MickeyMouse accounts on Facebook and Instagram. “Club Mickey Mouse” is one of the first programs created entirely for social feeds. The new Mouseketeers are true digital-first creators, selected with talent, authenticity,

and attainability in mind. Over the course of seven weeks, they will share their journey on the @ClubMickeyMouse Instagram and Facebook accounts through Instagram stories, Boomerangs and Facebook Live videos, as they document the behind-the-scenes process of writing their own songs, choreographing their dances, and their experiences on set. Each week will culminate in a unique musical performance and a marquee music video. Walt Disney Records will also distribute the original music weekly through online music stores, including a new “Club Mickey Mouse” theme song which will be released on September 12, 2017. “We see ‘Club Mickey Mouse’ as always-on content versus a show or series,” said Andrew Sugerman, Executive Vice President of Publishing and Digital Media at Disney Consumer Products and Interactive Media (DCPI).

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NEW MOUSKETEERS

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“It’s an entirely new approach to programming content. It’s not a traditional web series and it’s not just digital-first, it’s social-first. It’s programmed specifically for social media audiences who want to follow the kids’ journey just as they would follow their friends’ stories.” As part of Facebook Anthology, HP and Disney partnered to develop “Club Mickey Mouse” for Facebook. HP equipped the cast with HP Sprocket Photo Printers to document their journey. “Club Mickey Mouse” celebrates the creative spirit of the ‘Creator Generation’ and with HP as a partner, the program empowers the new class of Mouseketeers to create and document their experiences and stories.

“Partnering with Disney to re-launch ‘Club Mickey Mouse’ is enabling us to introduce printing to an entire generation who likely haven’t experienced the joy of print,” said Vikrant Batra, Global

Head of Print Marketing, HP. “In the always-on climate we live in – especially among Gen Z audiences – digital photos are often lost as quickly as they’re snapped. Instant mobile printing with Sprocket allows us to re-experience amazing moments as a memory to hold on to, and the Mouseketeers are helping bring awareness to this – as well as how fun, creative and playful printing can be.”

THE NEW CLASS OF “CLUB MICKEY MOUSE”

- Regan Aliyah, 18, is a fourth-generation entertainer, lyricist and MC.
- Jenna Alvarez, 15, has been dancing for most of her life and is an expert in ballet and hip hop.
- Ky Baldwin, 16, is a singer, songwriter, and dancer
- Gabe De Guzman, 16, is a professional dancer who has shared the stage with some of the biggest stars in music.
- Leanne Tessa Langston, 17, is an aspiring singer, songwriter, and

dancer.

- Brianna Mazzola, 17, brings her passion for music, dance, and acting to “Club Mickey Mouse.”
 - Sean Oliu, 15, is a multi-talented instrumentalist and vocalist.
 - Will Simmons, 17, is a dancer and choreographer.
- Along the way, popular social media influencers Todrick Hall (@todrick) and Alisha Marie (@alisha) will join the Club as mentors to share their expertise in choreography, style, and navigating social media fandom.

“From the original cast of Mouseketeers to the pop power of the 1990’s ‘Mickey Mouse Club,’ this franchise has always discovered, nurtured, and incubated original talent who have gone on to do great things and make a real impact on culture,” said Sugerman. “We’re excited to continue that legacy and to welcome the Mouseketeers into our network of Maker creators, support their crafts as authentic songwriters, choreographers, and artists, and bring a new generation of teens back into the Club.”



New Cast Members of “Club Mickey Mouse”





Girls dressed up as Disney Princess playing soccer

DREAM BIG PRINCESS

Six-week showcase hosted by UNICEF, Girl Up and Disney will feature inspiring images from female photographers created to encourage kids around the globe to dream big

Jackie Feldman

Disney today announced that its series of empowering #DreamBig-Princess photographs will be going on display as an exhibit at the United Nations Headquarters in New York City through the first week of January in collaboration with Girl Up and UNICEF, the UN Children's Fund. The images captured by nineteen female photographers from fifteen countries showcase the inspiring stories of real-world girls and women, as part of Disney's Dream Big, Princess initiative launched in 2016, which taps into the power of Disney Princess stories to encourage kids to follow their dreams. via @ClubMickeyMouse accounts on Facebook and Instagram. The display will feature the compelling images from the campaign's award-winning photographers and their subjects, who have turned their dreams into reality. From the youngest ever speaker at the

"This initiative is about celebrating the positive impact of strong female role models"

JIMMY PITARO/ CHAIRMAN, DISNEY CONSUMER PRODUCTS AND INTERACTIVE MEDIA.

UN to a gold-medal-winning Chinese Paralympian, the founder of the first female cycling team in Bamiyan, Afghanistan, a teenage author of a STEM coding book for kids, and a young surf champion from Brazil, the images spotlight a diverse range of stories to connect with kids and families around the world.

As well as inspiring kids with positive images and the stories behind them, the campaign aimed to make a tangible difference for girls who face challenges in achieving their dreams, through a collaboration with Girl Up, at the United Nations Foundation. For

each like or post of a #DreamBig-Princess photo during the campaign timeframe, Disney donated \$1 to Girl Up to support girls' leadership and empowerment. Since their release in August, the images have been liked and shared millions of times online, enabling Disney to donate \$1 million to Girl Up.

"#DreamBigPrincess really caught the collective imagination and we are so grateful to everyone who liked, shared or created their own inspiring image to support the campaign," comments Girl Up Director, Melissa Kilby. "The \$1 million will help give thousands of girls around the globe the tools they need to achieve their goals and advocate on behalf of others."

The exhibit is proudly presented by UNICEF, United Nations Foundation Girl Up, and Disney, and co-hosted by the Permanent Missions of Brazil, Germany, India, and Kenya. The exhibit will be open for public viewing in the UN visitors lobby via pre-scheduled guided tours Monday-Friday or on the weekends via a UN security pass\





What the new park will look like

NEW PIXAR PIER

New Pixar Pier to Bring Favorite Pixar Stories to Life at Disney California Adventure Park; Limited-Time Pixar Fest Celebration Coming Throughout Disneyland Resort

Erin Glover

In addition to the amazing experiences for Disney Parks around the world announced today at D23 Expo by Bob Chapek, Chairman of Walt Disney Parks & Resorts, a new immersive experience was just announced for Disney California Adventure park in California! In 2018, more of your favorite Pixar stories will come to Disney California Adventure park with the new Pixar Pier.

Pixar Pier will feature a brand-new look for the area now known as Paradise Pier, as some of your favorite characters come to life on this seaside waterfront. You will discover whimsical neighborhoods filled with your friends from “The Incredibles,” “Inside Out” and even more of your pals from “Toy Story.” Building upon the evolution of Disney California Ad-

venture park that began in 2007, we are building more new worlds for you to step into and enjoy your favorite stories.

This permanent addition to the park will open during a new limited-time celebration taking place throughout the Disneyland Resort in 2018 — Pixar Fest! Experience the magical worlds of Pixar in brand new ways as the entire resort comes alive with some of your favorite stories.

At Disneyland park, this incredible celebration will feature a brand-new fireworks spectacular as well as the return of the guest favorite, Pixar Play Parade. That’s right! This popular parade is moving across the Esplanade, which could only mean ...

The popular “Paint the Night” parade returns — this time, to Disney Cali-

fornia Adventure park! And if you’re as excited as I am by that news, then hold onto your jet packs, Space Rangers — because we’ve also learned that there may even be a new float joining this already amazing nighttime parade.

We’ll have more details to share on Pixar Pier and Pixar Fest in the months to come so keep up to date!!!



'THE LION KING' ROARS TO LIFE WITH ALL-STAR CAST

Disney is taking fans back to Pride Rock with a new live-action twist. The studio officially confirmed the casting with confirmation that the film is set for a July 19, 2019 release.

John Doe

The all-star lineup for director Jon Favreau's new take on Disney's 1994 classic animated film *The Lion King* includes stars from the film, TV, theater and music arenas. Featuring pioneering filmmaking techniques, the film welcomes back to the big screen iconic characters that audiences have long treasured—but in a whole new way. From Disney Live Action, *The Lion King* is slated for U.S. theaters on July 19, 2019.

Lions rule the African savanna in *The Lion King*, which welcomes Donald Glover as future king Simba, Beyoncé Knowles-Carter as Simba's friend-turned-love interest Nala, and James Earl Jones as Simba's wise and loving father, Mufasa, reprising his iconic performance from Disney's 1994 animated classic. Chiwetel Ejiofor was called on to portray Simba's villainous uncle Scar, and Alfre Woodard portrays Simba's no-nonsense mother, Sarabi. JD McCrary fills the shoes of Young Simba, a confident cub who can't wait to be king, and Shahadi Wright Joseph brings tough cub Young Nala to life.

Every kingdom comes with a trustworthy advisor or two. John Kani was cast as the wise baboon Rafiki, and John Oliver was tapped as hornbill Zazu, Mufasa's loyal confidant. When Simba goes into exile, he relies on two newfound

friends—Seth Rogen lends his comedic chops to naïve warthog Pumbaa, and Billy Eichner joins the cast as know-it-all meerkat Timon.

hyenas have other plans. Florence Kasumba portrays Shenzi, Eric André is Azizi, and Keegan-Michael Key plays Kamari.

While most of the animals in the kingdom respect the king, the



Cast Members of "The Lion King"

